

DESIGNING APPARELS FOR PEAR SHAPED FIGURE

POOLI BARMAN¹, AVA RANI PHUKAN² & LIZAMONI CHUNGKRANG³

¹P.G Student, Department of Textiles and Apparel Designing, Faculty of
Home Science Assam Agricultural University, Jorhat-13, Assam, India

²Professor and Head Department of Textiles and Apparel Designing, Faculty of
Home Science Assam Agricultural University, Jorhat-13, Assam, India

³Research Scholar Department of Textiles and Apparel Designing, Faculty of
Home Science Assam Agricultural University, Jorhat-13, Assam, India

ABSTRACT

Study was planned to standardize and develop the apparel designs for pear shaped figure between the age group 20-30. The main objective of the study was to develop designs for pear shaped figure, to construct selected garments with suitable material and to take preference for constructed garments.

The 100 samples of pear shaped figure of age group 20-30 were selected for standardization of body measurements. And out of 100 samples one model was selected based on the standardization of body measurements. Thirty designs of garments suitable for pear shaped figure were sketched and out of 30 designs, 10 were selected with the help of schedule and were then developed with the help of computer software (Reach Fashion Studio).

The paper patterns for 10 selected designs were prepared and constructed with due consideration of the factors like suitability, fitting, general appearance, designs, colour combination, trimming and decoration. Constructed garments were found to be suitable for pear shaped figure.

KEYWORDS: Pear Shape, Basic Block, Body Landmarks, Trimmings & Decoration

Received: Jun 16, 2016; **Accepted:** Jul 08, 2016; **Published:** Jul 12, 2016; **Paper Id.:** IJTFTAUG20162

INTRODUCTION

Clothing in general has certain influences on human life. It is influential in meeting psychological and communication needs, which leads to the development of self- confidence. It is universally accepted fact that clothing plays an important role in the overall development of personality of an individual. Proper clothing lays the foundation for correct posture and personality development (Kefgen, and Touchie 1976).

Fashion is more than just clothing. In simple terms, fashion is a social process by which newly introduced styles or trends become popular in a certain time with acceptability by a wider cross-section of consumers (Gera and *et al*, 2014).

Female body shape or figure is the cumulative product of a woman's skeletal structure and the quantity and distribution of muscle and fat on the body. As with most physical traits, there is a wide range of normality of female body shapes.

Pear shaped figure has greater hip measurement than the bust measurement. The distribution of fat varies, with fat tending to deposit first in the buttocks, hips, and thighs. As body fat percentage increases, an increasing

proportion of body fat is distributed around the waist and upper abdomen. The women of this body type tend to have a (relatively) larger rear, thicker thighs, and a smaller bosom.

Keeping in view the above mentioned types of figures, the proposed study is designed for pear body shape with the following objectives;

- To develop designs suitable for pear shaped figure
- To construct selected garments with suitable material
- To take preference for constructed garments

METHODOLOGY

The methodologies followed for the purpose of this study are given below:

Sample Selection

At the first stage 100 samples (female) of age group between 20-30 years with pear shaped figure were randomly selected. The measurements were taken and were recorded in inches.

The collected data were then processed to find out the standard measurements. Mode values were calculated to find out the maximum number of the samples having lesser variation in their body measurements.

Correlation Study of Body Measurements

The total girth at bust level - total girth at waist level- total girth at hip level measurements were analyzed for relationship. The correlation coefficient values of the relationships were found out by following the Kerl Pearson's method (Garrett, 1979).

Correlation were found out between total girth at bust level, total girth at waist level and total girth at hip level measurements.

Design Developed With the Help of CAD

Selected 10 designs were developed with the help of computer software (Reach Fashion Studio). This gives more 3d effect to the sketch.

Preparation of Basic Blocks

Basic blocks were prepared for the selected model which includes basic bodice front and back, basic skirt front and back and sleeve blocks. The drafted blocks were cut on muslin material and made into garment, which were tried on the model selected for the study.

Assessment of Fitting of the Basic Blocks

Basic blocks were tried on the pear shaped model (Plate 1) taken for this study whose body measurements were found nearest to the standard measurements.



Plate 1: Model in a Fitted Dress

Details About Ten Selected Designs

Details of the selected designs are given in plate 2



Plate 2: Selected 10 Designs

Design No 1: Pencil Cut Long Evening Gown

This dress has boat neck and this shape sits much closer to the neck and would create volume, and ultimately draws attention to the neck. Boat neck is a life saver for pear shaped figure because it creates the illusion of bigger bust and it widens the shoulder and balance the bottom half. And animal printed yoke draws attention towards upper bodice because animal print gives bold effect. The other part of the garment is black in colour which gives the illusion of smaller appearance than its original size.

Design No 2: Boat Neck Evening Gown

The dress is made out of two colours, the upper bodice is golden in colour which draws attention to the bodice and the skirt part is black in colour which gives the illusion of smaller appearance than its original size. And the boat neck creates the illusion of bigger bust and wider shoulder. As the skirt was of floor length which gives the illusion of elongated legs.

Design No. 3: Boat Neck Circular Cocktail Dress

The design consisted of black lacy material on both left and right side of the bodice as well as the sleeve which is three quarter length made up of same lacy material which draws attention and the three quarter length sleeve gives structure to the garment. The bottom part is knee length circular skirt which gives A-line effect in the dress and this not only defines waist line but also has a flare which hides thigh and rear.

Design No. 4: Pencil Cut Cocktail Dress

The design consisted of yoke in both front and back which draws attention. The three quarter length puff sleeve gives more structure to the upper part of the garment. The bottom part is knee length pencil cut which defines waist and hip prominently. The stone which is attached on the neck line plays an important role in emphasizing upper part of the garment. The overall design creates the illusion of a proportionate figure.

Design No. 5: Embellished Cocktail Dress

This design has volume on top, bulky embellishment that is metal lace at the neckline draws attention very well. Little gathers at waist gives the bubble effect which adds bulk to lower bodice. The pencil cut skirt defines curve.

Design No 6: Casual Frock

The design consisted of square neck line which creates the illusion of wider shoulder and balances the bottom half. The elbow length puff sleeves create volume and draws attention of others. The skirt is A-line shaped, which helps in hiding the heavy thigh and rear.

Design No. 7: Bell Sleeved Casual Frock

The design consisted of 'V' neck line which makes the shoulder look wider. The bell shaped sleeve gives more structure to the garment and draws attention. The lower part is A- line shape skirt which hides heavy thigh and rear.

Design No 8: Princess Style Line Evening Gown

The design consisted of sweetheart neck line which draw attention to the bust and make it look fuller and the armhole princess style line makes the bust line more structured. The empire waist gown with floor length circular skirt gives a well defined waist and A-line shape helps for minimizing chunky thighs and wide hips, it also gives length to the wearer.

Design No. 9: Empire Waist Cocktail Dress

The dress consisted of empire waist which make the waist look defined .the little gathers below the bust line gives volume to the bust. The 'V' neck line makes the shoulder look wider than its original size. The black thick lace on the shoulder to sleeve draws attention. And the circular skirt gives A- line effect, which helps in hiding the heavy thigh and rear.

Design No. 10: Golden Cocktail Dress

The design has V neck line which visually widens the shoulder. The design has pencil cut bottom which defines waist and hip but the addition of piping's on both sides, creates the illusion of slimmer body than its original size.

Developing Paper Pattern for Ten Selected Designs

Based on the opinion of the respondents ten designs were selected and paper patterns for those designs were prepared by using the basic blocks.

Construction of Garments

Garments were constructed with due consideration of the factors like fitting, general appearance, design, colour combination, trimming and decoration. Moreover it is found that adult women are interested in feminine and sophisticated dresses. At this stage they generally do not prefer funky dresses. Hence, attempt was made to make these selected dresses more feminine by adding satin flowers, lace, yokes, piping, tucks, stone, embroidery etc. The garments stitched are given in plates.

Evaluation of Constructed Garments

The constructed ten garments for this study were systematically evaluated by the panel of judges based on the criteria formulated for this purpose. And the criteria were fitting, general appearance, design, colour combination, trimming and decoration.

Cost Estimation

Cost of the constructed garments was calculated by considering the cost of material, cost of accessories used, electricity, working capital and labor cost. It was decided to keep 10% profit for each garment.

Analysis of DATA

For evaluation of the constructed garments, a performa was given to 30 respondents for evaluation of the garments in terms of fitting, general appearance, colour combination, design of the garment and trimmings and decorations.

FINDINGS AND DISCUSSIONS

Standardization of Body Measurements

The standard measurements of pear shaped body of age group 20-30 years were computed from the data

Correlation of Standardized Body Measurements

Table 3.2: Correlation Coefficient (R) of Body Measurements

Relationships	'r' value
Total girth at bust–Total girth at waist	0.874**
Total girth at bust–Total girth at hip	0.901**
Total girth at waist –Total girth at hip	0.833**

** Correlation is significant at the 0.01 level (2- tailed)

Evaluation of Constructed Garments

Fitting, General appearance, Design of the garment, Colour combination & Trimmings and decoration were considered for evaluation of the constructed garments.

Rank Order of Preference for the Constructed Garments

Among all the 10 garments design no 3 is in the 1st rank whereas Design No. 8, 5, 2, 6, 10, 9, 4, 1 & 7 is in the rank from 2nd to 10th respectively.

CONCLUSIONS

On the basis of the findings of this study the following conclusions have been drawn. The standardized body measurements were found very helpful in making basic blocks for pear shaped women. With the help of standardized body measurements, garments were specially designed, constructed and evaluated for this particular figure type with due consideration of the factors like fitting, general appearance, design, color combination, trimming and decoration. The rank orders of preference of the constructed garments were found out.

The information as stated above would also be the helpful for the fashion designing house, fashion boutique and also it will be a great help for the researcher as well as the other interested individuals in the field of clothing construction from the commercial point of view.

REFERENCES

1. Gerrett, H.E. (1979). *Statistics in psychology and Education*, Vakils, Feffer & Somons Ltd., Bombay.
2. Gera, P.K.; Jha, B.; Narang, V.; Mehta, N.T.; Sharma, A. and Jain, A. (2014). *Fashion studies*, CBSE, India.
3. Kefgen, M. and Touchie-specht, P. (1976). *Individuality in clothing selection and personal appearance, A guide for the consumer*. Macmillan Publishing, New York, p. 9.